Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of the Claims:

1. (Currently Amended) A system for providing interactive content to a user, said system comprising:

a user reception device for the reception of broadcast signals;

a video display associated with the user reception device for displaying a user-perceptible form of the broadcast signals to the user;

a decoding device communicating with the user reception device, the decoding device being programmed to execute an interactive program written for the broadcast content;

a server network device communicating with the decoding device, the server network device being programmed to download segments of the interactive program to the decoding device;

a communication device communicating with the decoding device and with the server network device; and

a memory system communicating with the server network device and the decoding device, the memory system storing segments of the interactive program;

wherein the interactive content is synchronized to segments of the broadcast content which are interrelated to the interactive content;

wherein the interactive content is synchronized to segments of the broadcast content by events within the broadcast content;

wherein the events within the broadcast content are triggers inserted in the broadcast content;

wherein the triggers are inserted at pre-determined segments within the broadcast content

to activate segments of the interactive program and to alert the user about another interactive

program in the broadcast content different from the interactive program currently being

presented to the user;

wherein the activated segments of the interactive program provide content-related facts

and information to the user, the facts and information being interrelated with the broadcast

content being presented to the user during the pre-determined segment of the broadcast, and the

user selects a type of content-related facts and information in the activated segments of the

interactive program to be displayed on said video display; and

wherein the facts and information are provided to the user in a question and answer

format, the user inputting an answer in response to a displayed question.

2. (Original) The system recited in claim 1, wherein the interactive program written for

the broadcast content comprises HTML pages, the HTML pages comprising the interactive

content, the HTML pages being displayed to the user on the video display.

3. (Original) The system recited in claim 2, wherein the interactive program further

comprises JavaScript code associated with the HTML pages, the JavaScript code providing

interactive functionality within the HTML pages.

4. (Original) The system recited in claim 3, wherein the provided interactive

functionality comprises user-selectable operators for selecting different interactive functions.

5. (Original) The system recited in claim 2, wherein the HTML pages further comprise the broadcast content.

6.–7. (Canceled)

8. (Previously Presented) The system recited in claim 1, wherein the events within the broadcast content are time markers.

9. (Canceled)

10. (Previously Presented) The system recited in claim 1, wherein the triggers comprise a URL, the URL comprising an Internet address.

11. (Previously Presented) The system recited in claim 1, wherein the segments of the interactive program provide character insights to the user, the character insights being interrelated with the broadcast content being presented to the user during the predetermined segment of the broadcast.

12. (Previously Presented) The system recited in claim 1, wherein the segments of the interactive program provide at least one of comments and observations to the user, the at least one of comments and observations being interrelated with the broadcast content being presented to the user during the pre-determined segment of the broadcast.

13. (Previously Presented) The system recited in claim 1, wherein the segments of the interactive program provide the user's status in a fan club, the fan club being interrelated to the broadcast content.

14. (Previously Presented) The system recited in claim 1, wherein the segments of the interactive program provide an opportunity for the user to predict what will happen at a later time in the program.

15. (Previously Presented) The system recited in claim 1, wherein the segments of the interactive program provide questions to the user about past events in a program.

16. (Canceled)

17. (Previously Presented) The system recited in claim 1, wherein the facts and information are provided to the user in a question and answer format, the answer being displayed automatically a pre-determined time interval after the question is displayed.

18. (Canceled)

19. (Previously Presented) The system recited in claim 1, wherein the user is provided with on-screen feedback about the user's answer.

20. (Previously Presented) The system recited in claim 1, wherein the facts and information are provided to the user in a "true or false" question format, the user inputting an answer in response to a displayed question.

21. (Previously Presented) The system recited in claim 1, wherein rewards are given to users who answer the displayed question correctly.

22. (Original) The system recited in claim 21, wherein the rewards comprise a number of points.

23. (Original) The system recited in claim 22, wherein the same number of points is earned for each correct answer.

24. (Original) The system recited in claim 22, wherein the number of points is directly proportional to the difficulty of the question.

25. (Original) The system recited in claim 22, wherein a number of points is deducted for each incorrect answer.

26. (Original) The system recited in claim 22, wherein the points are continuously displayed on the HTML page.

27. (Original) The system recited in claim 22, wherein the points are redeemable for merchandise.

28. (Original) The system recited in claim 22, wherein the points are redeemable for additional plays.

29. (Original) The system recited in claim 22, wherein the user is ranked according to the number of points accumulated by the user.

30. (Original) The system recited in claim 22, wherein bonus points are hidden in particular interactive content such that only users who activate the particular interactive content receive the bonus points.

31. (Previously Presented) The system recited in claim 1, wherein a single predetermined question corresponding to a particular trigger in the program content is provided to all users.

32. (Previously Presented) The system recited in claim 1, wherein the questions are chosen from a pool of questions, the pool of questions being stored in the memory system.

33. (Previously Presented) The system recited in claim 1, wherein the questions are chosen pseudo-randomly.

34. (Previously Presented) The system recited in claim 1, wherein the questions are chosen based on the user's past performance.

35. (Previously Presented) The system recited in claim 1, wherein the questions are chosen based on the user's preferences.

36. (Original) The system recited in claim 1, wherein different versions of the interactive content may be selected by the user.

37. (Original) The system recited in claim 1, wherein the user reception device is a television.

38. (Original) The system recited in claim 1, wherein the video display is a television screen.

39. (Original) The system recited in claim 1, wherein the decoding device is a set-top box.

40. (Original) The system recited in claim 1, wherein the communication device is a cable modem.

41. (Original) The system recited in claim 1, wherein the memory system comprises a database associated with the server network device.

42. (Original) The system recited in claim 1, wherein the decoding device further comprises a memory for storing interactive programs and user information.

43. (Currently Amended) A method for providing interactive content to a user, said method comprising:

programming a processor to provide interactive content, the interactive content being interrelated to pre-determined broadcast content;

inserting an event within the broadcast content, the event being inserted in the broadcast content at a pre-determined segment to activate segments of the interactive program and to alert the user about another interactive program in the broadcast content different from the interactive program currently being presented to the user;

receiving a broadcast signal, the broadcast signal comprising the broadcast content;

decoding the event as it is encountered in the broadcast content, the decoded event activating a segment of the interactive content; and

displaying both the broadcast content and the activated segment of the interactive content to the user on a video display;

wherein the event activates a segment of the interactive content that is interrelated to the segment of the broadcast content in which the event is inserted,

wherein the event is a trigger,

wherein the activated segment of the interactive content provides content-related facts and information to the user, the facts and information being interrelated with the broadcast content being presented to the user during the pre-determined segment of the broadcast, and the

user selects a type of content-related facts and information <u>in the activated segment of the</u>

<u>interactive content</u> to be displayed on the video display; and

wherein the facts and information are provided to the user in a question and answer

format, the user inputting an answer in response to a displayed question.

44. (Original) The method recited in claim 43, wherein programming a processor to

provide interactive content comprises programming a processor to provide interactive content

comprising HTML pages, the HTML pages being displayed on the video display.

45. (Original) The method recited in claim 44, wherein programming a processor to

provide interactive content further comprises programming the processor to provide interactive

content which comprises JavaScript code associated with the HTML pages, the JavaScript code

providing interactive functionality to the HTML pages.

46. (Original) The method recited in claim 43, wherein programming a processor to

provide interactive content comprises programming a processor to provide interactive content

comprising HTML pages, the HTML pages further comprising the broadcast content.

47. (Canceled)

48. (Original) The method recited in claim 43, wherein receiving a broadcast signal

comprises receiving the broadcast signal transmitted by a television broadcast station.

49. (Original) The method recited in claim 43, wherein receiving a broadcast signal comprises receiving the broadcast signal transmitted by a cable provider.

50. (Original) The method recited in claim 43, wherein receiving a broadcast signal comprises receiving the broadcast signal transmitted by a satellite provider.

51. (Original) The method recited in claim 43, wherein decoding the event as it is encountered in the broadcast content comprises programming a processor within a set-top box to decode a trigger inserted in the broadcast content.

52. (Original) The method recited in claim 43, wherein displaying both the broadcast content and the interrelated interactive content to the user on a video display comprises displaying the broadcast content in a reduced form within an HTML page on the video screen.

53. (Original) The method recited in claim 52, wherein displaying both the broadcast content and the interrelated interactive content to the user on a video display further comprises displaying user-selectable operators, the user-selectable operators enabling a user to select different interactive functions.

54. (Currently Amended) A method for selling advertising time during a broadcast program by associating advertised products and services with broadcast content, the method comprising:

providing advertising content, the advertising content being interrelated to pre-determined broadcast content;

inserting an event within the broadcast content, the event being inserted in a pre-determined segment of the broadcast content, the pre-determined segment of the broadcast content being interrelated to pre-determined advertising content, the event also being inserted to alert the user about another broadcast program in the broadcast content different from the broadcast program currently being presented to the user, wherein the inserted event is a trigger inserted into the broadcast content;

decoding the event as it is encountered in the broadcast content, the decoded event activating the pre-determined advertising content;

displaying both the broadcast content and the activated pre-determined advertising content to a user on a video display;

receiving a fee for displaying the activated pre-determined advertising content to the user on the video display,

wherein the activated pre-determined advertising content provides content-related facts and information to the user, the facts and information being interrelated with the broadcast content being presented to the user during the event within the broadcast content, and the user selects a type of content-related facts and information in the activated pre-determined advertising content to be displayed on the video display; and

wherein the facts and information are provided to the user in a question and answer format, the user inputting an answer in response to a displayed question.

55. (Original) The method recited in claim 54, wherein providing advertising content comprises programming a processor to provide advertising content within an HTML page, the HTML page being displayed on the video display.

56. (Canceled)

57. (Original) The method recited in claim 54, wherein decoding the event as it is encountered in the broadcast content comprises programming a processor within a set-top box to decode a trigger inserted in the broadcast content.

58. (Original) The method recited in claim 54, wherein the advertising content comprises user-selectable operators, the user-selectable operators providing interactive functions.

59. (Original) The method recited in claim 58, wherein the interactive functions comprise at least one of a hyperlink to a promoter's Website, product-related graphics, product-related textual information, a select-to-buy operator, and streaming video.

60. (Currently Amended) A system for providing to a user interactive enabling system interactive content that is synchronized to broadcast content, the system comprising:

an insertion device for inserting events into broadcast content;

a transmission device for transmitting the broadcast content to the user interactive enabling system;

a server network device communicating with the user interactive enabling system; and

a memory system communicating with the server network device, the memory system

storing the interactive content;

wherein the inserted events are synchronized to particular segments of the broadcast

content and activate particular segments of the interactive content interrelated to the particular

segments of the broadcast content such that both the broadcast content and the interrelated

interactive content are displayed on the user interactive enabling system, the inserted events also

configured to alert the user about another interactive content in the broadcast content different

from the interactive content currently being presented to the user,

wherein the events inserted in the broadcast content are triggers,

wherein the activated segments of the interactive content provide content-related facts

and information to the user, the facts and information being interrelated with the broadcast

content being presented to the user during the events of the broadcast content, and the user

selects a type of content-related facts and information in the activated segments of the interactive

content to be displayed; and

wherein the facts and information are provided to the user in a question and answer

format, the user inputting an answer in response to a displayed question.

61. (Original) The system recited in claim 60, wherein the interactive content comprises

HTML pages, the HTML pages being displayed to the user.

62. (Original) The system recited in claim 61, wherein the interactive content further

comprises JavaScript code associated with the HTML pages, the JavaScript code providing

interactive functionality within the HTML pages.

63. (Original) The system recited in claim 62, wherein the provided interactive

functionality comprises user-selectable operators for selecting different interactive functions.

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64. (Original) The system recited in claim 61, wherein the HTML pages further comprise

the broadcast content.

65. (Canceled)

66. (Original) The system recited in claim 60, wherein the events inserted in the

broadcast content are time markers.

67. (Original) The system recited in claim 65, wherein the triggers comprise a URL, the

URL comprising an Internet address.

68. (Original) The system recited in claim 60, wherein the transmission device is a

television broadcast station transmitter.

69. (Original) The system recited in claim 60, wherein the transmission device is a

transmission cable.

70. (Original) The system recited in claim 60, wherein the transmission device is a

satellite transmitter.

71. (Currently Amended) The system recited in ~~claim 1~~claim 60, wherein the memory system comprises a database associated with the server network device.

72. (Currently Amended) A user interactive enabling system for receiving interactive content that is synchronized to broadcast content, the system comprising:

a user reception device for receiving broadcast signals, the broadcast signals comprising broadcast content;

a video display associated with the user reception device for displaying a user-perceptible form of the broadcast content to the user; and

a decoding device communicating with the user reception device, the decoding device being programmed to decode events inserted in particular segments of the broadcast content;

wherein the inserted events are synchronized to particular segments of the broadcast content and activate particular segments of the interactive content interrelated to the particular segments of the broadcast content such that both the broadcast content and the interrelated interactive content are displayed on the video display, the inserted events also configured to alert the user about another interactive content in the broadcast content different from the interactive content currently being presented to the user,

wherein the inserted events are triggers inserted into the broadcast content,

wherein the activated segments of the interactive content provide content-related facts and information to the user, the facts and information being interrelated with the broadcast content being presented to the user during the particular segment of the broadcast content, and

the user selects a type of content-related facts and information <u>in the activated segments of the</u>

<u>interactive content </u>to be displayed on said video display; and

      wherein the facts and information are provided to the user in a question and answer

format, the user inputting an answer in response to a displayed question.

      73. (Original) The user interactive enabling system recited in claim 72, further

comprising a communication device for communicating over a network.

      74. (Original) The user interactive enabling system recited in claim 73, wherein the

server network device downloads the interactive content to the decoding device.

      75. (Original) The user interactive enabling system recited in claim 72, wherein the user

reception device is a television.

      76. (Original) The user interactive enabling system recited in claim 72, wherein the

video display is a television screen.

      77. (Original) The user interactive enabling system recited in claim 72, wherein the

decoding device is a set-top box.

      78. (Original) The user interactive enabling system recited in claim 73, wherein the

communication device is a cable modem.

79. (Original) The user interactive enabling system recited in claim 72, wherein the decoding device further comprises a memory for storing interactive content and user information.

80. (New) The system recited in claim 41, wherein information about user preferences and past performance are collected and uploaded to the server network device and stored in the database.

81. (New) The system recited in claim 71, wherein information about user preferences and past performance are collected and uploaded to the server network device and stored in the database.

82. (New) The system recited in claim 1, wherein the segments of the interactive program provide questions to the user about related scenes in a program.